

VST Tillers Tractors Limited Announces Strategic Investment in Monarch Tractor (Zimeno Inc) – Maker of the World’s First Fully Electric, Driver-Optional Smart Tractor

BANGALORE, India – March 11, 2021 – VST Tillers Tractors Limited (VST) (NSE: VSTTILLERS), pioneers in manufacturing of tillers and compact tractors for over five decades, today announced a strategic investment in US-based Monarch Tractor, maker of the world’s first fully electric, driver-optional smart tractor. The two companies recently announced a technical partnership for the development of hardware for the first series of Monarch Tractors. The investment by VST will help accelerate Monarch’s expansion and growth plans for the India and Asia market.

A leading player in the Indian farm mechanization segment, VST today is the largest manufacturer of power tillers and 4WD compact tractors in India. The company is well-known for its innovative products and solutions for the agricultural sector and as part of its commitment to introduce newer technologies, it has partnered with Monarch Tractor to help accelerate the introduction of smart electric tractors in the Indian market. This will not only help farmers address the issue of ever-increasing fuel prices but will also help in enhancing productivity backed by AI for sustainable farming.

“Monarch offers cutting-edge technology for electric, driver-optional, and connected tractors. VST believes in leveraging these technologies to offer sustainable, productive, and profitable farming solutions. VST’s investment in Monarch Tractor takes our technical supplier partnership to a strategic level. We look forward to collaborating with Monarch and jointly deploy state-of-the-art technology for the benefit of our customers. This strategic investment also reiterates VST’s commitment towards farm mechanization and empowering of the Indian farming community,” said Mr. Antony Cherukara, CEO, VST Tillers Tractors Limited.

“VST Tillers Tractors Limited is among the most renowned and trusted agricultural equipment marketers in Asia,” said Mr. Praveen Penmetsa, co-founder & CEO, Monarch Tractor. “Their expertise and knowledge of the Indian market, technical support, and connections to parts and suppliers will be invaluable as we begin our expansion into the Asian market. We’re proud to have VST as a key partner.”

Based in California, USA, Monarch Tractor provides a robust platform for groundbreaking technology that empowers sustainable farming with actionable intelligence, clean energy, and unparalleled safety features. Being 100 percent electric, the tractor has zero tailpipe emissions. It utilizes the latest autonomous hardware and software technology, as well as a deep learning & sensing suite to maximize overall farming operations. To see the Monarch Tractor in action, watch this [video](#).



About VST Tillers Tractors Limited.

VST Tillers Tractors Limited. was established in the year 1967 by the VST Group of companies. With a legacy of more than 53 years, VST continues to drive farm mechanization and empowerment of Indian farmers. The organization is the largest Indian manufacturer of Tillers, 4WD Compact Tractor and amongst the leading producers of the other category Tractors, Engines, Transmission, Power Reaper and Precision Components. VST also exports products to European, Asian and African markets. To further strengthen its product portfolio and offer world-class technology customized to match the needs of Indian customers, VST has entered into strategic alliances with Pubert from France for Power Weeders and Zetor from the Czech Republic for Tractors. For more information, visit : <https://www.vsttractors.com/>

About Monarch Tractor

Monarch Tractor is working to utilize 21st-century technology to empower farmers by enabling profitable implementation of sustainable and organic practices. The Monarch tractor platform combines mechanization, automation, and data analysis to enhance farmer's existing operations, alleviate labor shortages, and maximize yields. For more information, visit www.monarchtractor.com.